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МАКЕДОНСКИ МЕДИУМИ
ИНСТИТУТ ЗА

CIVIL SOCIETY STRENGTHENING PROJECT

In partnership with the Macedonian Institute for Media (CIra); European Center for Not-for-Profit Law (ECNL); and Macedonian Institute for Media (MIM)

Македонски институт за медиуми
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SUCCESS GRANTS

APPLICATION FORM

**Grant proposals should be submitted to MIM office by 17:00, March 19, 2007.
Proposals received after this time will not be considered.**

Macedonian Institute for Media
Porta Bunjakovec A2/1
1000 Skopje
Republic of Macedonia
Phone: +389 2 3298 466
Fax: +389 2 3290 483
E-mail: mim@mim.org.mk

Application Form

NOTE: This is the Success Grants application form, which includes instructions for any sections of the application form that may be unclear. To write the proposal, please use this copy of the application form provided to you.

If there is some information requested that is not applicable to your organization or project please mark that section "NA"

I. Information about the Organization

Contact Person:

Full Legal Name of the Organization or Coalition:

Address:

Legal Mailing Address:

Telephone Number(s):

Fax Number:

E-mail Address(es):

Website:

Bank Account Number:

Bank Name:

Tax Number:

II. Organizational Capacity and Past Performance

1. Mission of the Organization and Past Performance

Please describe your organization's mission, and experience in your area of expertise. The information should include: number of projects, areas of engagement and issues addressed, and most significant results achieved (maximum half page).

2. Partnership Experience

Have you established working partnerships with the media, other NGOs, government, and businesses? What has been the result of these partnerships (maximum half page)?

3. Human Resources

Please state the number of staff, volunteers, and/or members of your organization. Also, please describe the role and responsibilities of individuals from your organization, and from your partner organization who will be involved in the implementation of this project (maximum half page).

REQUIRED ATTACHMENTS:

- 1. Copy of Registration Documents**
- 2. Organizational Chart**
- 3. CVs of Project Key Personnel**

III. Success Grant Project Proposal

Please describe your proposed project, following the outline below. Do not exceed 5 pages (not including the project summary, synopsis of the media product and the distribution plan) in your responses.

1. Project Summary

Please give a brief description/summary of the project (maximum half page).

2. Project Goal

In this section you are requested to explain what you want to achieve. Be sure to include the following information:

- What do you want to achieve by promoting your result?
- Which result do you want to promote from your recent or ongoing projects? What is the size and scope of the result? How does it affect your target groups/beneficiaries?

3. Project Activities

Please explain your idea about promoting your result. Please include the following information:

- What is the message you want to convey?
- What activities will be undertaken to achieve the intended results, and when?
- A description of the content of the product, and how it will be made available to the targeted audience. You should also explain how you will secure funds for any costs regarding broadcasting and/or distributing the product. (The description is considered as an attachment to the proposal and will not count toward the 5 page limit.)

4. Audience

What is your audience for the project? Will the project reach an audience at local, regional or national level?

5. Results and Impact

How will this project help you advance the purposes and the public image of your organization?

6. Monitoring and Evaluation

Please provide a brief description of your monitoring plan for the activities. How will you monitor, who will monitor, and when will the monitoring be carried out? Please also explain how you will measure the results and impact of this project (Note: The impact does not refer to the number of things done, but to the wider benefits for your organization and your constituency, to the publicity achieved and the reactions of the audience to your product/s). Include the methods of information collection and how you will evaluate this information.

7. Risks and Assumptions

Please explain the constraints that your organization faces in carrying out the success grant. Also include any assumptions that you have made and any risks that your project might face.

REQUIRED ATTACHMENTS:

1. *Letters of Commitment from project partners*
2. *Implementation Plan – Please provide a Timetable for implementation of your project, which lists the activities, and clearly defines who will carry out the activities and when (Table 1 attached to this Application Form)*
3. *A description of the content of the product, and a plan for making it available to the targeted audience*

Table 1 - IMPLEMENTATION PLAN

Activity	Implementing Person/Group	1/2007	2	3	4	5	6	7	8	9	10	11	12

IV. Project Budget

COST PROPOSAL

Summary of Project spending and Requested Success Grant Funding

Grant funds requested from MIM	MKD _____
Applicant cash cost-share contribution	MKD _____
Applicant in-kind cost-share contribution	MKD _____
 Total cost of proposed project	 MKD _____
 Partner cost-share percentage:	 _____ %

PROJECT BUDGET (in Macedonian Denars)

Project Budget Main Categories	MIM Grant Funds Requested	Cost Share -Internal Funds		Cost Share-External Funds		Total
		Cash	In Kind	Cash	In Kind	
I. Personnel (sub total I)						
Salaries						
Social Security and Health Insurance						
Fees and Honoraria						
II. Travel (sub total II)						
Transportation						
Hotel						
Per Diem						
IV. Supplies (sub total IV)						
Office Supplies						
Other (specify)						
V. Other Direct Expenses (sub total V)						
Bank charges						
VI. Overhead Expenses (sub total VI)						
Occupancies						
Phone/Internet						
Other Overhead Costs (specify)						
VII. Program Specific Expenses (use these line items and add details that are relevant to your program) sub total VII						
Subcontracts for Services						
Training Facilities Rental						
Publications						
Conferences & Workshops						
Communication Products						
Total Costs (I+II+III+IV+V+VI+VII)						
Total per source %						

COST PROPOSAL TECHNICAL GUIDELINES

1. Project Budget Form

Please use the sample Project Budget form to present the planned use of grants funds. Along with the Project Budget Form, please provide a detailed Budget Narrative Summary, which contains an accurate and clearly defined budget justification. This means that you should explain the need for specific expenses and how the numbers were calculated for each budget category. Also, explain how the proposed budget will support the project goal. Include relevant details that will help the reviewers understand your thinking while preparing the budget.

Please fill out the items in the Project Budget that are reflecting your project needs, you do not need to necessarily fill out all items presented in the Project Budget.

Please note that the cost proposal should be done in Macedonian Denars.

DO NOT EXCEED TWO PAGES for the Budget Narrative

2. Allocation of Funds

Grant funds requested from MIM. After calculating the costs of your proposed project and subtracting the amounts available to the project from cost-share contributions (cash and in-kind), please indicate in Macedonian Denars the amount you are requesting from MIM.

Cost-share: cash and in-kind contribution of applicant. Cash contributions are internal or external funds in cash available to the applicant for supporting this program. In kind contributions are non-cash (for example, facilities use, time volunteered etc.) internal or external contributions available to the applicant for supporting this project. For in-kind cost share contributions you should place a verifiable market value on the item and include the figure in this category. MIM expects that wherever possible your organization will contribute to the costs of implementing the project. If you expect to receive, or have secured financial support from another donor, a business, or other sources external to your organization, **please provide a letter of commitment from donors who will support your program activities.**

The budget must comply with the proposed project activities. Each budget category must cover project related expenses only.

3. Description of Budget Categories

Please remember that you must provide details on how you have calculated the figures for each budget category in the budget narrative.

Personnel —Funding of salaries may cover only wages paid under labor contracts, including income tax and personal contributions to social security payments and health insurance according to the current Macedonian legislation. Individuals who are not employees of the organization and who are working on the basis of current legislation may be paid for services (including health security and social payments when those are due) such as consultations on project implementation or technical assistance, translations, monitoring, etc.

Travel —Includes all costs related to travel. An employee incurs travel costs when the need arises to work at locations distant from the home office of the organization. Airfare, bus and train tickets, fuel, lodging and meals are the typical travel and transportation expenses to be included in this budget category.

Supplies—Supplies can be anything from office supplies (e.g. pens, pencils, fax and copying machine paper, etc) to low cost equipment such as a desk calculator. All additional and consumable parts of equipment, such as cables, cartridges, etc, also belong in the category Supplies.

Other Direct Costs —Costs directly related to the program and that do not fit in the above categories belong here. These costs should be clearly justified in the budget and may, for example include:

Bank fees – the costs for bank transactions, including transfers and withdrawals

Computer software – the cost of software programs

Insurance costs

Overhead Expenses— If necessary, you may include overhead expenses, e.g. office rent and maintenance, communication Expenses – phone, fax, Internet, utilities (heating, electricity, and water), and other general office support expenditures in the budget. In any case, regardless of whether these will be covered by grant funds, or your own funds, the total amount should not exceed 10% of the total amount of the budget. Please explain the cost allocation method and formula used for allocation of these indirect costs.

Project Specific Expenses— You are free to add additional budget categories that relate to the activities you will undertake under the project.

- Subcontracts—if your organization intends to outsource some of the services to other organizations, you may add additional line items for major subcontracts that you consider. Specify how you identify subcontractors, the extent to which their competitiveness is assessed, and for what specific services. If the subcontractors have been already identified, please include details about them and their role in the project in the budget justification.

- Training Facilities Rental—if the applicant is a training organization they may need to rent additional facilities to organize training sessions. The cost that will be incurred for this should be included in this line item.

- Publications—NGOs may publish books and materials under the project. These costs should be charged against “Publications”.

- Conferences and Workshops—this line item should include all charges for renting facilities, accommodation and travel for participants, and other logistics activities for conferences and workshops the applicant plans to organize under the project. The budget justification should provide sufficient details as to how the costs have been estimated.

- Communication Products—these costs include promotion materials for the project, press releases, press conferences, and other similar activities. The budget justification should provide sufficient details as to how the costs have been estimated.

Funding from External Sources - this contribution should be entered in the “Cost Share- External Funds” column of the cost proposal. In-kind contributions (non cash contributions -such as office space, training space, staff time, board members time, etc) should be calculated in terms of actual cost equivalents and entered into the corresponding columns.

5. Indicators for Assessing the Cost Proposal

When assessing applicant’s cost proposal, the following indicators will be used:

- **Realistic Approach and Completeness**—Special attention will be paid to identifying possible overestimation or underestimation of the budget and to accuracy. The justification must clearly explain how you have reached specific total figures, such as number of staff employed by the project, percentage of their time devoted to the program, number of business trips, fee rates of consultants and consultants’ days of level of effort, etc.
- **Clear Reflection of Program Activities**—Budget should reflect actual expenses of the planned activities. They must be clearly stated and detailed in the justification.
- **Cost-Effectiveness**—Project activities should be based on practical and cost-effective approaches when planning program expenses. MIM is interested in projects that produce high impact at a

reasonable cost. While developing and justifying the budget you must show that your project is proposing the most effective solutions for achieving significant positive results.

- **Clearly Defined Plan for Cost Sharing**—Projects that incorporate fund raising from other sources will be scored higher. This indicates a greater potential for sustained impact.
- **Reasonable Ratio between Administrative and Program Costs**—MIM will give preference to those proposals which show low ratio between administrative and program costs. High overhead expenses substantially lower the cost effectiveness of projects.